



B2B Customer Management

The Great Debate

“Cricket is inherently a game of combining individual and social skills – when you are batting, you are at your individual best and when you are diving to save a boundary, you are a complete team player.”

The Philosophy of Cricket



Deep-Insight

B2B CUSTOMER MANAGEMENT THE GREAT DEBATE

MAKING B2B PARTNERSHIPS WORK

This debate is the second in a series of B2B Customer Management Debates and in this session we intend to highlight the importance of working with your clients and suppliers and how a “partnership mind-set” helps improve relationships and successful business outcomes.

So, Why Lord's?

“Cricket is inherently a game of combining individual and social skills – when you are batting, you are at your individual best and when you are diving to save a boundary, you are a complete team player.”

[The Philosophy of Cricket](#)

We chose Lord's as a follow-on venue from the Churchill War Rooms as the 'spirit' of the game of cricket closely aligns to what we passionately believe are the fundamental principles of good customer and partner management in B2B – trust, interdependence, and equitability. We will discuss this further today...

Today's Agenda

- 10:00am Refreshments and Registration
- 10:30am Welcome introduction from Neil Mullarkey
- 10:45am **Guy Wilkinson, Sales Controller Kerry Foods & Mark Francis, Director, Star Commercial Academy**
- 11:15am Morning coffee break
- 11:30am **Steve Reynolds, Managing Director TBS Enterprise Mobility and President of the Mobile Data Association**
- 12:00pm **John O'Connor, Managing Director, Deep-Insight**
- 12:30pm Lunch in the Long Room Bar
- 1:30pm **Neil Mullarkey, Comedian and Business Trainer**
- 2:00pm Coffee break
- 2:15pm **Workshop by Customer Attuned**
[Interactive session](#): How To Manage Customer Relationships Better
- 2:45pm Afternoon coffee break & Workshop Results
- 3:00pm Event Close

SPEAKERS



Mark Francis

Director,
Star Commercial Academy

Mark Francis leads the STAR Academy learning division, which was founded on the principle of co-creation where he works closely with multimillion and multi-layered organisations such as Kerry Foods, Danone, Treasury Wine Estates, Edwards

Lifesciences, Hire Station and Sacla.

With a career in sales and learning spanning three decades, Mark began as a graduate recruit at Whitbread Beer Company, where he rose to Head of Learning & Development at both Whitbread and United Biscuits and later became the VP Global HR for JT International.

With a relentless work ethic and enthusiasm to design and deliver, Mark has run two companies over the last 12 years training and coaching leaders and commercial teams for 24 businesses across 9 industries in 42 countries. He is also a Performance Coach for professional sports with an International pedigree.

A member of the Chartered Institute of Personnel Development (CIPD), Mark holds a BA Hons in History and qualifications in Leadership & Coaching from Henley, Oxford & Ashbridge, and he is a qualified NLP practitioner and VisionScaper.



Guy Wilkinson

Sales Controller,
Kerry Foods

Guy Wilkinson is a leading Champion in the Kerry Customer Management Academy, who plays a pivotal role in embedding Customer Management programmes throughout the Kerry Group.

With twenty-five years in FMCG selling across both Brand and Own Label markets, Guy has worked at Northern Foods, Quaker Oats, Allied Domecq and Kerry Foods. Throughout his career he has acquired extensive experience across a number of Trade Channels including leading UK retailers and Foodservice customers.

Educated with an Honours degree in Business Studies and IGD Dip Grocery Marketing, Guy has a passion for delivering results through long-term customer relationships. He has affected change in a number of businesses with a "Customer First" approach that encompasses all parts of the business, and has won retailer awards recognising these achievements.



Steve Reynolds

Managing Director,
TBS Enterprise Mobility
and President of the
Mobile Data Association

In a career in the mobile industry now spanning over 25 years, Steve Reynolds has carved-out a reputation as a leading figure in enterprise mobility. In the late 1980s Steve spearheaded landmark mobile projects for blue chip companies, which redefined how technology could be used by businesses. Steve was an early innovator of mobile solutions for field service, and a pioneer

of emerging technologies in the enterprise mobility space.

In 1993, he established mobile workforce management firm, TBS Enterprise Mobility and the company's innovative TaskMaster platform, that is used around the globe by tens of thousands of fieldworkers.

Throughout his career, Steve has continued to play a key role in shaping the mobile industry. Steve has guided key governmental organisations and MPs on progressing mobile implementations on a national level, involved with major events including the 2012 Olympics.

A formidable driving force for change, Steve has brought together senior leaders from mobile network providers to collaborate on delivering pivotal mobile initiatives. As an esteemed industry thought-leader, Steve is frequently called upon to provide expert insight by top analyst and research firms; often being cited in whitepapers. Steve also acts as an investment consultant on multimillion-pound technology budgets for NGOs and corporate entities.



Neil Mullarkey

Comedian & Business
Trainer

Neil Mullarkey co-founded the London Comedy Store Players, Europe's top improv troupe, in 1985 with Mike Myers and still performs with them. They are recognised by the Guinness World of Records as the world's longest-running comedy troupe with the same core cast. Neil studied Economics and Social and Political Science at Cambridge University where he was also President of the Footlights.

Neil's credits include Whose Line Is it Anyway, I'm Sorry I Haven't A Clue, Have I Got News For You, QI and two Austin Powers movies. He has toured the UK and beyond improvising with Eddie Izzard, and he directed the interactive comedy whodunit Scissor Happy in London's West End.

Since 1999, Neil has been bringing the skills of theatre and especially improvisation to hundreds of clients including the world's biggest organisations (including Microsoft, WPP, KPMG, Saatchi & Saatchi, Barclays, Vodafone, Ernst & Young, PA Consulting, Unilever, Google, UK Sport, the BBC, Gartner, Volvo, ITV, BlackRock, Lloyds Banking Group and many creative agencies and business schools). In 2013, he was invited to speak in China, India, USA, Italy, Luxembourg, Norway, Denmark, Singapore, Switzerland, the Netherlands, Brazil and, um, the Isle of Man.

Neil trained in executive coaching at Ashridge Business School and Solutions Focus team coaching. His unique, interactive approach also embraces story-telling and forum theatre and is a regular speaker at the London Business Forum and a Visiting Lecturer at Cass Business School, City University.

(And Mullarkey is his real name).

eBECS specialises in the design and delivery of solutions for manufacturing, distribution, oil & gas, general heavy industry and all aspects of the service industries. They offer in-depth industry experience and detailed technical knowledge of Microsoft Dynamics enterprise resource planning (ERP), customer relationship management (CRM) and business intelligence (BI) solutions, which are implemented across industries and their extended supply chains.

DYNAMIC BUSINESS FROM ASPIRATION TO REALITY



Today's world is increasingly flattened by technology, global complexity and new global competition making it critical for a business to be able to rapidly perceive and react to signals, threats and opportunities. Going one step further, in this world where the pace of business constantly accelerates, imagine being able to anticipate rather than react to those signals. Success today and tomorrow

demands a new breed of proactive, agile software.

One way to view business success is the optimal alignment of people, assets, systems and data to maximize results. Microsoft Dynamics breaks the traditional business application mold today and delivers a "system of engagement and opportunity."

FORCES OF CHANGE

Businesses always face changing conditions - new technology, new competitive forces, new consumer trends and evolving regulatory landscapes are the rule and not the exception. More than ever, software that enables a business to be dynamic and capture opportunity in rapidly shifting conditions is essential for true success.

PEOPLE

There is always a new generation entering the workforce - but now, for the first time, that new generation is one that has grown up always connected and always on-line. They enter the workforce approaching technology with new attitudes and new expectations. This both demands evolution from business software, and enables new scenarios. The new generation entering the workforce blurs personal life and business life, driving individual preferences for work styles and devices. They demand access to anyone or anything from anywhere at any time on any device. At work they expect the same intuitive experience they have in the rest of their lives with their slates, smartphones, and social networks.

ECONOMY

We are observing many signs of recovery from the adverse economic events of 2009. Situations vary in different geographies. Time to value is now an essential component of any investment - shortening the time between initial expense and positive economic benefits returned to the business is critical. Paying for capability and capacity as used instead of up-front investment for anticipated usage is expected. The change concerns not only how software is acquired, implemented and deployed, but also how projects are scoped. To meet the criteria of the new reality, business software must be able to address operational areas or workloads sequentially, driven by the ability to capitalize on an opportunity for the business.

TECHNOLOGY

The cloud is emerging as the most significant technology shift in a generation. Beyond running today's applications in a new way, the cloud is enabling a set of business solutions that were previously impractical at best. Connected supply chains, powered by cloud hubs, are changing the way many businesses operate. The role of the cloud will be different for every business, but it is likely to drive significant change across nearly every industry. "Big data" technology, often cloud deployed, will enable businesses to analyse previously inconceivable quantities of data, revealing insights that can empower better informed decisions.

GEOPOLITICS

As business becomes increasingly global, changing geopolitical conditions such as policy, regulation and energy costs must be rapidly understood and factored into operational strategies. Disruptions in one part of the world can ripple quickly through connected supply chains. Successful businesses must react with increasing speed to these changing conditions, and must balance growing numbers of factors to achieve their true potential. Speed and complexity drive new software requirements, including the ability to facilitate connected collaboration and identify optimal strategies.

IT'S ABOUT PEOPLE

At the heart of every business are the people who make things happen. People garner insight from business applications to drive decisions that advance the organisation. People manage relationships internally and externally to drive relevant actions forward. The most successful businesses are powered by individuals who are contributing fully, able to make a difference, and committed to their company's success. Impassioned and empowered individuals are a company's greatest asset; when organisations can realize the full potential of their people they see substantive business impact. The Dynamic Business we envision deploys people-centered, end-to-end solutions that both help employees work better and inspire them to a higher level of commitment, innovation and leadership.

THE DYNAMIC BUSINESS

Microsoft is uniquely positioned to help organisations transform into Dynamic Businesses that are connected, forward-looking and realize the full potential of their people. To ensure we build for the future, Microsoft focuses on delivering modern business solutions that are innovative and proactive, connect organisations with their people and their ecosystem, allow organisations to deploy individual business scenarios or a fully integrated business suite, and have the flexibility for tomorrow's business needs. Taken in sum, Microsoft business solutions deliver on the promise of enabling people to do their best work; to drive data to insight to action as they seek to make a difference in moving the business forward.

INNOVATIVE AND PROACTIVE APPLICATIONS - BETTER, FASTER, SMARTER

Traditional business applications evolved as passive, backward-looking systems of record. Microsoft Dynamics already changes that model today, introducing embedded, declarative workflow that brings an understanding of business process into the application and helps guide users forward through their work. When this is combined with pervasive embedded business intelligence that transforms the data captured in the system into insight empowering better decisions, the system becomes a more active, forward looking partner for the people who drive a business toward success.

"INSTANT ON" WORKLOADS AND SUITES

Increasingly, businesses look to evolve their applications into smaller chunks - addressing one operational workload at a time. Smaller chunks mean more rapid return on investment and more precise targeting of IT spend to areas which contain the most important opportunities or challenges for the business.

To solve this problem, Microsoft Dynamics is evolving into a suite solution, composed of workload services that are designed together but can be deployed independently. Businesses can consume the Microsoft Dynamics technology in the model that works for them - as an integrated suite in a business or subsidiary, or workload by workload in larger enterprises, with the workloads together composing the simplicity of a suite.



SUMMARY

It is the impassioned individual equipped with the right tools that enables companies to stay ahead of the competition in this world of constant change. Microsoft transforms organisations into Dynamic Businesses that enable people to do their best work no matter where they are in the organisation. Microsoft is committed to delivering modern business solutions and tools for a connected organisation

to drive data to insight to action any time anywhere, with the flexibility to deploy and consume business workloads and suites in a way that delivers on today's needs while also providing the ultimate flexibility necessary to be ready for the future.

To read the full whitepaper, visit: www.ebecs.com

Contact: Stephen Wilson, Director at swilson@ebecs.com

STAR Commercial Academy offers unique consulting and training & development where they have developed game changing business models since 2006.

PROVIDE INSIGHTS	TRANSFORM COMPANIES	DELIVER RESULTS
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STAR delivers programmes solely in the B2B sector and have a business model that is transferable across multiple business sectors; currently engaged with clients in the industrial, pharmaceutical, FMCG and IT sectors where they have developed individual and unique programmes for many well-known companies such as Kerry Foods, Danone, Bausch & Lomb, Fuller's and Luvata.

USING INSIGHTS TO MAKE B2B PARTNERSHIPS WORK

The journey from Product selling to Solution selling is all too familiar – those who got there quicker tended to be more successful, especially in B2B environments. Solution selling made it much easier, and both parties could more readily see the benefits, of working in partnership. There is just one small problem with this type of selling, and let's face it solution selling tended to create bigger and better opportunities for the seller and was a complete revelation to the client that the solution was so much better. The problem was this – the seller had to have more information and be able to use that information to his advantage.

“Until recently, customers seeking business solutions had to ask suppliers for guidance early in the purchasing process, because crucial information wasn't available anywhere else. But today customers are better informed than ever before.”

By the time they approach suppliers, they generally have a clear idea of the problem they need to solve, the solutions that are available, and the price they are willing to pay.”

Harvard Business Review, November 2013, “Dismantling the Sales Machine”

There is real benefit to organisations to working in partnerships, but how can an organisation create a unique point of difference that promotes a partnership relationship with its key clients?

One way of achieving this is through Insights – often referred to as hidden truths – that can create both business benefit and joint working benefits. The first Insight an organisation needs is this – how effective are we at managing our customers?

The second Insight an organisation needs is - what can the client do to be much better at what they do – and developing the concept of working in a partnership?

The final Insight an organisation needs is how the client makes its decisions, are we meeting the right people, and are we saying and doing the right things to promote the partnership approach?

Today, information is available to almost everyone with access to a device that will get them onto the internet, and the search engines that feel like they have the processing power of a small planet. With that access to information, buyers have been able to regain some of the lost power and be more demanding in their requirements of suppliers.

Has this made it any easier or harder to work in partnerships with clients? The answer is yes, no, maybe, it depends upon what you do!

STAR COMMERCIAL, BUSINESS TO BUSINESS CUSTOMER MANAGEMENT, CONTINUALLY CHALLENGING THE STATUS QUO & DEFINING THE STANDARDS.



The key question is how to get those insights, put them into practice and deliver partnership relationships. And the answers, in our opinion and experience, are as follows;

- The best way to find out how effective an organisation is at managing its customers is to undertake a structured assessment using subject matter experts that have considerable customer management expertise; this will form the foundation for change.

- The best way to assist a client to be much better at what they do is to undertake research with them to unlock the hidden truths that will help them to be much better than their competitors. This should be a routine behaviour and included within customer plans and joint business plans that clearly and visibly demonstrate the power of partnerships.

- The best way to make sure that an organisation is seeing and speaking to the right people is to include a number of simple business tools that will incorporate this into regular working patterns of customer management – stakeholder and key opinion leader mapping for instance. In conjunction with this, ensure that the softer skills of gaining personal insights into key contacts and decision makers and how to be more effective through influence are introduced through development programs. STAR Commercial Academy provides B2B organisations with a unique opportunity to achieve these insights with a one stop shop approach.

STAR ACADEMY - TRANSFORMING PERFORMANCES THROUGH CO-CREATION AND SALES CHAMPIONS



This is the consulting division which specialises in providing insights into how effective a company's sales operation is and providing diagnostics and roadmaps to achieve excellence in B2B customer management practice.

At the heart of what we do is the STAR Customer Management Assessment – SCMA – which is an industry leading diagnostic tool which when combined with the application of subject matter experts provides powerful insights to drive exceptional performance through

process, structure, business tools and people.

This business model is transferable across sectors such as food, beverages, IT, logistics, healthcare and construction.

The STAR Customer Management Assessments are powered by the Customer Attuned model.



This is the training and development division which specialises in the design and delivery of sales and commercial academies.

Sales & Commercial Academies are truly bespoke programs which are designed and co-created with internal sales champions and focus upon sales processes, business tools, and sales capabilities of individuals, teams and leaders.

In particular, we focus upon Insights – how to integrate them into the planning processes with customers, and how to

use Insights to manage relationships much more effectively.

We have a track record of developing and implementing successful sales academies and often they are the vehicle to transform the relationship with customers.

For examples of relevant business cases, and to hear what our customers really think about what we do, visit our website:

www.starcommercialacademy.com



Customer Attuned is an innovative and practical capability assessment based on a B2B customer management model that unlocks the ‘too difficult’ box that many companies file customer-centricity under. It enables you to focus on customer-centred and sustained success which delivers equitable shareholder value.



TRUST . INTERDEPENDENCE . EQUITABILITY

These are three vital underpinning drivers of success in B2B that must be valued, protected, managed and invested in for competitive advantage.

Customer Attuned is a practical methodology and tool-set based on a virtuous circle of knowledge-based strategy and professionally implemented planes that enable you to improve your reputation and profitability. It creates a knowledge-through-results cycle that works on three levels:

1. Operating in and developing your market
2. Managing account relationships
3. Organising resources and operations

FOCUSING IN ON INTERDEPENDENCE

Interdependence is about building mutual dependence (often rectifying dependency imbalances!) and is one of the three foundations of good B2B Customer Management. There are five levels of interdependence:

Co-Existence

This refers to a state where the suppliers and customers occupy the same market/sector space. The relationship exists on a transactional level with little knowledge or understanding of each other. The focus is often product driven or led, with a supplier’s product meeting a basic /simple need or specification. This can be purely commoditised with suppliers going into the market to find the best price against a brief and / or known quantity. This can often be the domain of the auction or tender, where little interaction takes place other than quantities and price.

Shallow Dependence

This is the moment when you start to notice a few customers becoming more and more important to your month or quarter end target achievement from a volume and/or value perspective. This awareness and identity is an early indicator of shallow dependence and at this stage it is worth asking this question of your current customer base, ‘is your company one of many suppliers to your core customers’ and ‘how important are you to your biggest customers’. This provides an understanding of the level of dependency you have developed and your own vulnerability to an emerging core group of customers.

Shallow Interdependence

The relationship starts to develop a more strategic aspect as other elements of the proposition are enabled to release value. A key dynamic /driver within this change is the shift in trust between the

vendor and customer. A pattern of transactions may have indicated a willingness from both sides to move beyond risk based trust and into knowledge based trust. In this stage the vendor makes available knowledge that offers the customer increased value opportunities on the understanding that it is mutually value enhancing. In essence the vendor and customer open up and increase their vulnerability through knowledge about each other’s organisations. This increased risk is accepted as the requirement to unlock additional value for both sides e.g. vendor indicates a value upside through logistics configuration and customer reveals internal operations to validate the opportunity and mutual value available.

Deep Dependence

The relationship is determined, influenced and controlled by the core customers. A greater reliance and trust is placed upon the customer for the relationship to remain equitable. As the relationship develops the vendor becomes more and more dependent upon the customer or core group of customers for the organisation’s value and volume. In many instances we find individual customers accounting for circa 30 to 40 % of the organisation’s business as they become business critical.

Deep Interdependence

This is when the vendor and the customer review the relationship with the aim of balancing the equity of the relationship. Mutual growth objectives are shared and agreed so that the relationship is secured and both parties can benefit financially.

INTERDEPENDENCE OPERATES RIGHT AROUND THE CUSTOMER ATTUNED MODEL

Knowledge

Are the value and culture of the organisation clearly demonstrated and do they closely match those of your key customers? This is when you have selected to deepen a relationship with a core customer. It is wise to monitor whether it is one-way or a truly shared relationship for mutual value.

Strategy

Customer complexity is often a key factor of large customers. Meeting customer complexity with wiring plans that match the organisation's resources and functions to influence and manage the customer stakeholders is a prerequisite.

Planning

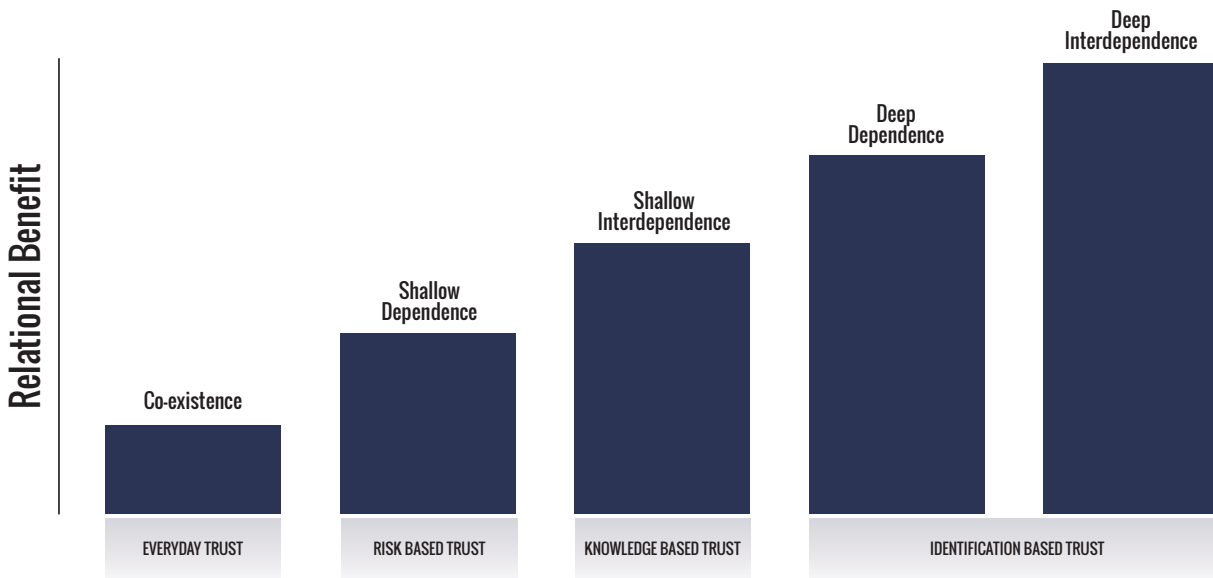
A significant element of deeply dependent relationships is reflected within the integrity of the interaction that takes place between both parties on a daily basis. When so much is often at stake, it can be tempting to bend the truth or accuracy of information to placate a potentially difficult situation.

Implementation

It is not uncommon for vendors to co-locate staff within customer's offices when operating within highly dependent relationships. This not only demonstrates an obligation to the relationship for the vendor, it offers the potential to penetrate the customer's organisation. A sales man co-located within the customer has the potential to network with the 50 to 60 project managers from within the customer's organisation, turning a passive and reactive process into a highly proactive relationship.

Results

The ability to share common measures and language is a common factor within these types of relationships. It is not unusual to find the customer setting the mechanism that controls the relationship in terms of performance and financial metrics. This is often manifested within OTIF, PPM, wastage, % margin, lead-times, category 5 corridors, promotional investment, etc, to name but a few. In this instance it is important for the vendor to introduce some customer controls into the relationship to provide a certain level of balance.



WORKSHOP

Peter Lavers and Mark Hollyoake, Founders of Customer Attuned, will host an interactive session using the toolset to inform the discussion on practical ways to improve your B2B customer management.

In this session, experience first hand:

- How Customer Attuned works
- Discuss and answer some key questions that relate to what we have heard from our speakers (please have laptops/tablets/smartphones ready)
- Receive some instant feedback of where participants stand vs. the Customer Attuned benchmark



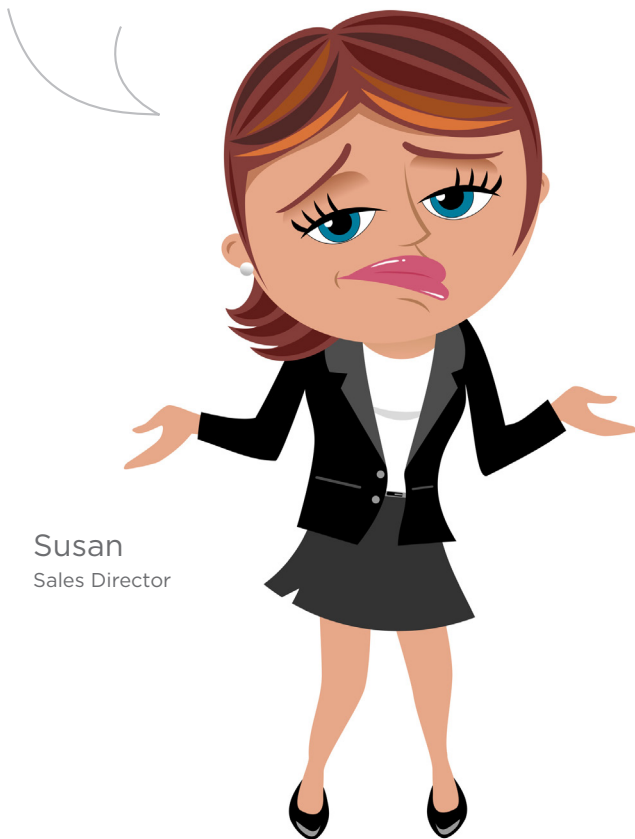
Deep-Insight

customer retention | employee performance

SUSAN AND BILL HAVE PROBLEMS!

"I want some real customer feedback that helps my sales managers manage their key accounts for the long-term. All Marketing are interested in is some box-ticking exercise for the folks in HQ."

"I need to provide HQ with Net Promoter Score (NPS®) metrics. It's our corporate policy. For some reason, Sales just don't seem to get it. NPS is a useful tool if they would only figure out how to use it properly."



Susan
Sales Director



Bill
Marketing Director

THE BACKGROUND

Net Promoter Score (NPS) is a simple easy-to-use metric for measuring customer loyalty. Many large, well-known companies now use it as a key business metric. The concept behind NPS is simple: loyal customers are more willing to recommend you to a friend or colleague. To find out how loyal your customer base is, measure their willingness to recommend; the higher your NPS score (% willing to recommend less % not willing to recommend), the more loyal your customer base is.

The problem is that while NPS is easy to calculate, many sales directors find it hard to turn the answer to a single question "Would you recommend Company XYZ to a friend or colleague?" into a clear set of actions that can be used to improve a complex web of relationships in a large corporate account - or across your full customer portfolio.



Deep-Insight

customer retention | employee performance

HOW DEEP INSIGHT CAN HELP

Deep-Insight already has a unique offering that helps MDs and Sales Directors identify which of their major accounts are its greatest Ambassadors, and which on the point of defection (Ambivalents, Stalkers and Opponents).

But wouldn't it be nice to have a service that gave detailed account-level customer relationship feedback to sales teams AND at the same time provided a Net Promoter Score that supported the wider needs of the organisation? AND do it at an affordable price?



Ambassadors



Rationals



Ambivalents



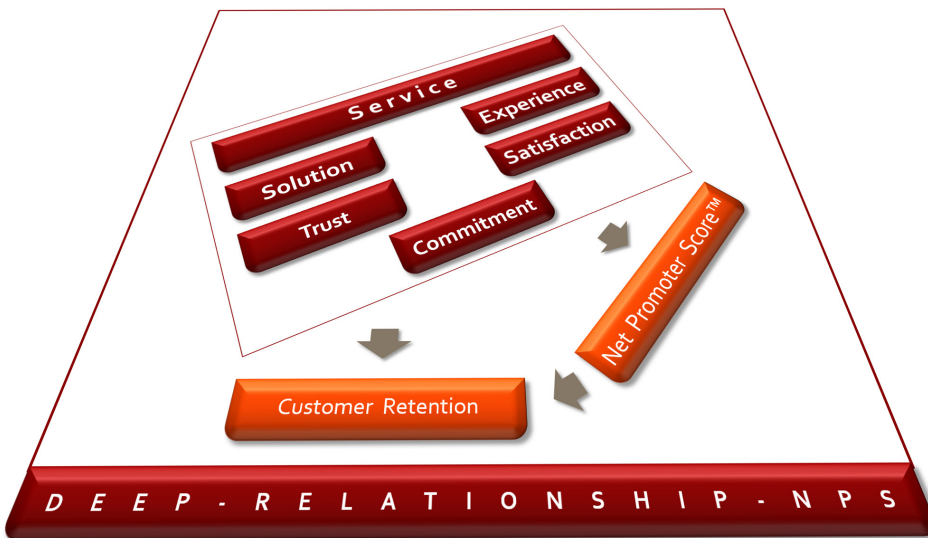
Stalkers



Opponents

More important, it identifies - for each account manager - what needs to be done to transform an Opponent to an Ambivalent, and a Rational to an Ambassador.

DEEP-RELATIONSHIP-NPS



Well, that's what we've just done at Deep-Insight.

We've combined our existing B2B customer methodology with Net Promoter Score to give a powerful combination that we call

Deep-Relationship-NPS.

WHAT HAPPENS

You will get a full detailed diagnostic of what your most important 300 customer contacts really think of their relationship with you. And exactly what to do to improve it. That keeps Susan and her sales team happy.

You'll also get your overall Net Promoter Score. That keeps Bill and his marketing team happy.

If this story intrigues you, contact Ben Tresham at bentresham@deep-insight.com or john.oconnor@deep-insight.com for more information

NEWS RELEASE

B2B CUSTOMER MANAGEMENT

THE GREAT DEBATE LAUNCHES AT THE CHURCHILL WAR ROOMS

WEDNESDAY 13TH NOVEMBER 2013



"It really was a worthwhile day and a truly 'Great Debate!'"

"Great to have the opportunity to discuss other elements of the B2B model as well as how CRM can support better Customer insight."

"It was a very interesting and informative day in fascinating surroundings."

Mark Williams from Pegler Yorkshire kicked off the day with a keynote speech detailing the challenges of implementing CRM into an international organisation.

Mark's speech focused on some of the core strategies employed when changing the corporate culture around the utilisation of CRM. Moving sales people away from their "little black books" and into a new age of shared information and shared value across the organisation.

"...according to a recent study 90% [of organisations surveyed] suspect that they possess inaccurate data on contacts and prospects" said Mark Williams.

It is a true testament to the great work that Pegler has done to buck this global trend through changing the corporate culture throughout the organisation.

The day continued with an interactive debate from a panel of experts led by Stephen Wilson from eBECS and also included Mark Williams from Pegler Yorkshire, Ben Tresham from Customer Attuned and Keith Delarge from eBECS. Audience members grilled the panel on their experiences of implementing CRM into enterprise level clients.

John O'Connor from Deep-Insight carried on the proceedings with an insightful key note and workshop on the outside in view of Customer Management. John focused on how Deep Customer Insight aids organisations to provide better solutions and customer experiences.

John provided insight into how to persuade customers to stay, and provide more referrals. In B2B accounts are often more complex and core to this is relationship driven value. John raised the point that long term business relationships are driven by;

- Trust
- Customer Satisfaction
- Relationship commitment

These lead to;

- Customer Relationship Quality
- Customer Retention

The last installment before the debate closed for the day was an interactive workshop hosted by John O'Connor, where he split the audience into the 5 relationship segments - Ambassadors, Rationals, Ambivalents, Stalkers and Opponents.

This gave participants a hands-on approach to identify which customers in their business-to-business relationships fall into which segment and then through group interaction, a strategy was devised as to how to handle that customer. Audience participation was overwhelming and lead to some impartial and practical steps to improve those customer relationships.

The first B2B Customer Management Great Debate launched on Wednesday 13th November 2013, at the Churchill War Rooms in Westminster. Customer Attuned have always felt there is a real lack of specific B2B Customer Management events in the UK, so they joined forces with long term partners: eBECS, Deep Insight and STAR Commercial Academy to deliver something of real value to senior leaders from major UK companies.

Delegates said;

"I gained an awful lot from this event and was also inspired by the private tour of the Cabinet Office War Room."



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